



## **BIC GROUP – FULL YEAR 2009 RESULTS**

- **2009 NET SALES: 1,562.7 MILLION EUROS UP 10.1% AT CONSTANT CURRENCIES AND DOWN -0.6% ON A COMPARATIVE BASIS**
- **NORMALIZED<sup>1</sup> 2009 IFO MARGIN: 15.3% VS. 15.1% IN 2008**
- **2009 GROUP NET INCOME: 151.7 MILLION EUROS, UP 4.7% (AS REPORTED)**
- **EPS: 3.15 EUROS, UP 5.0% (AS REPORTED)**
- **DECEMBER 2009 NET CASH POSITION: 305.3 MILLION EUROS, UP 45%**

Considering these results, the Board of Directors of SOCIÉTÉ BIC met on February 16<sup>th</sup>, 2010 and decided to:

- **PROPOSE TO PAY 1.40 EUROS AS ORDINARY DIVIDEND PER SHARE, UP +3.70%**
- **PROPOSE TO PAY 1.00 EURO AS A SPECIAL DIVIDEND PER SHARE<sup>2</sup>**

**Mario Guevara, Chief Executive Officer, said:** “2009 was a very important year for BIC. In challenging markets, we generated solid results thanks to strengthened positions in all categories and geographies, tight control of operating expenses and continued improvement of our working capital. The acquisition of Norwood Promotional Products positions BIC as a leader in Advertising and Promotional Products and gives us a significant platform from which to drive the growth of this industry as the economy recovers.

Considering the Group’s strong full-year performance, and confident in BIC’s prospects and sustainability of its strong financial situation, the Board of Directors has decided to propose 1.00 euro as a special dividend per share, in addition to the ordinary dividend per share of 1.40 euros.

In 2010, we expect to leverage a more positive economic environment. We will rely on our strong brand equity proposition, a balanced portfolio of product categories and strategic consumer programs in fast growing markets to strengthen our positions in all our businesses, while continuing to focus on improved profitability and protecting cash generation”.

<sup>1</sup> See glossary page 11

<sup>2</sup> To be proposed at the Annual General Meeting of Shareholders scheduled on May 12<sup>th</sup>, 2010 – Payment date: 25-MAY-2010

## Key figures

In million euros	FOURTH QUARTER					FULL YEAR				
	2008	2009	As Reported	Constant currencies	Comparative basis	2008	2009	As reported	Constant currencies	Comparative basis

### GROUP

<b>Net sales</b>	356.5	<b>434.6</b>	+21.9%	<b>+25.6%</b>	+2.1%	1,420.9	<b>1,562.7</b>	+10.0%	<b>+10.1%</b>	-0.6%
Gross Profit	158.3	192.6	+21.7%			669.9	719.7	+7.4%		
<b>Income From Operations</b>	46.5	<b>45.0</b>	-3.1%			209.6	<b>216.0</b>	+3.1%		
<b>Normalized Income From Operations<sup>3</sup></b>	45.8	<b>58.6</b>	+27.7%			214.3	239.6	+11.8%		
<b>Normalized IFO Margin</b>	12.9%	<b>13.5%</b>				15.1%	<b>15.3%</b>			
Group Net Income	31.9	32.4	+1.5%			144.9	<b>151.7</b>	+4.7%		
<b>Earnings per share (in euros)</b>	0.66	<b>0.67</b>	+1.5%			3.00	<b>3.15</b>	+5.0%		

### BY CATEGORIES

<b>Stationery</b>										
<b>Net sales</b>	152.7	<b>149.5</b>	-2.1%	<b>-1.5%</b>	<b>-1.5%</b>	673.3	<b>634.0</b>	-5.8%	<b>-6.2%</b>	<b>-6.2%</b>
IFO	16.7	7.3				90.5	58.6			
<b>IFO Margin</b>	10.9%	<b>4.9%</b>				13.4%	<b>9.2%</b>			
<b>Normalized IFO Margin</b>	10.5%	<b>6.3%</b>				14.1%	<b>11.1%</b>			
<b>Lighters</b>										
<b>Net sales</b>	104.5	<b>108.7</b>	+4.0%	<b>+7.0%</b>	<b>+7.0%</b>	376.9	<b>398.9</b>	+5.9%	<b>+5.3%</b>	<b>+5.3%</b>
IFO	28.5	34.2				110.0	127.9			
<b>IFO Margin</b>	27.3%	<b>31.4%</b>				29.2%	<b>32.1%</b>			
<b>Normalized IFO Margin</b>	27.3%	<b>32.0%</b>				29.2%	<b>34.0%</b>			
<b>Shavers</b>										
<b>Net sales</b>	69.0	<b>68.1</b>	-1.4%	<b>+2.1%</b>	<b>+2.1%</b>	264.3	<b>268.8</b>	+1.7%	<b>+2.4%</b>	<b>+2.4%</b>
IFO	2.5	9.5				10.9	30.3			
<b>IFO Margin</b>	3.6%	<b>13.9%</b>				4.1%	<b>11.3%</b>			
<b>Normalized IFO Margin</b>	3.6%	<b>15.3%</b>				4.1%	<b>12.5%</b>			
<b>Other Products Net Sales</b>										
	30.2	<b>108.3</b>	+258.1%	<b>+280.6%</b>	<b>+3.5%</b>	106.5	<b>261.0</b>	+145.2%	<b>+149.8%</b>	<b>+6.3%</b>

### TOTAL NET SALES CONSUMER / ADVERTISING AND PROMOTIONAL PRODUCTS

Total Consumer Business Net Sales	305.0	312.8	+2.5%	+3.8%		1,224.6	1,251.4	+2.2%	+2.3%	
Total Promotional Products Net Sales (BIC Graphic, Atchison, Antalis, Norwood)	51.5	121.8	+136.6%	+154.6%	-8.1%	196.3	311.3	+58.6%	+59.0%	-18.9%

<sup>3</sup> Normalized IFO excludes closing of Stypen fountain pen factory in France, closing of Fountain Inn factory in the U.S. and real estate gains in 2008 and expenses related to the cost reduction plan plus Antalis Promotional Products negative goodwill and real estate gains in 2009.

## Group

---

BIC Group 2009 net sales reached 1,562.7 million euros, compared to 1,420.9 million euros in 2008, up 10.0% as reported, up 10.1% at constant currencies and down 0.6% on a comparative basis. For the 4<sup>th</sup> Quarter, net sales were 434.6 million euros, up 21.9% as reported, 25.6% at constant currencies and 2.1% on a comparative basis.

Total consumer business operations increased 2.3% at constant currencies in 2009 while the Advertising and Promotional Products Business decreased 18.9% on a comparative basis and increased 59.0% at constant currencies (including Antalis Promotional Products and Norwood Promotional Products).

2009 foreign currency fluctuations had a negative impact of 0.1%. The increase of the U.S. dollar added +4.4% to sales growth and was offset by the decrease of Latin America currencies, the British pound and some Eastern Europe currencies.

The 2009 gross profit margin decreased 1.0 points to 46.1% of sales versus 47.1% in 2008. Positive raw material impact was offset by higher production costs due to lower sales volume in Stationery, continued reduction of inventories and the impact of Antalis and Norwood Promotional Products consolidation.

2009 Income From Operations increased 3.1% as reported to 216.0 million euros. The 2009 reported IFO margin was 13.8% compared to 14.7% in 2008.

2009 IFO includes exceptional items:

- - 34.4 million euros expenses related to the cost reduction plan launched in April 2009;
- + 10.3 million euros of negative goodwill related to the acquisition of Antalis Promotional Products booked in Q2 09;
- + 0.6 million euros related to real estate gain in Germany booked in Q3 09.

Excluding these impacts, 2009 normalized IFO would have been 239.6 million euros compared to 214.3 million euros in 2008. 2009 normalized IFO margin is 15.3% compared to 15.1% for the same period last year. The reduction of brand support and the control of Operating Expenses offset the decline of the Gross Profit margin.

Income before tax increased 1.1% as reported to 218.7 million euros. Finance revenue decreased 4.0 million euros compared to 2008 as a result of combined higher average cash and higher interest expenses. Tax rate was 32.4% compared to 33.0% in 2008.

2009 Group net income was 151.7 million euros, a 4.7% increase as reported. 2009 Group net income included 3.8 million euros from income from associates (Cello Pens).

Earnings per share (EPS) were 3.15 euros in 2009, compared to 3.00 euros in 2008, up 5.0%. Normalized EPS grew 13.7% at 3.48 euros compared to 3.06 euros in 2008.

At the end of 2009, net cash position was 305.3 million euros, compared to 210.6 million euros as of December 31, 2008.

2009 cash generation benefited from improvement in working capital and lower CAPEX investments (53 million euros in 2009 vs. 83 million euros in 2008).

2009 net cash position was impacted by the investments related to the joint venture with Cello Pens for 63.3 million euros<sup>4</sup>, Antalis Promotional Products for 32.6 million euros, Norwood Promotional Products for 86.0 million euros and dividend payment for 65 million euros.

---

<sup>4</sup> : In March 2009, BIC acquired 40% of six entities of Cello Pens, for 3.8 billion Indian rupees

## Stationery

---

**2009 Stationery net sales decreased -5.8% as reported and -6.2% at constant currencies. Q4 2009 net sales were down -2.1% as reported and -1.5% at constant currencies.**

### **Consumer business:**

2009 Consumer business net sales declined 2.7% at constant currencies (+0.3% in Q4 09).

- **Europe and North America net sales decreased mid to high single digit.** The performance of these regions was driven by the impact of customers' inventory reduction plans and the unprecedented slowdown in the Office Products Channel, while the Retail Distribution Channel showed good resilience. In declining markets, BIC maintained or improved market shares as our Quality and Value message performed well in the challenging economic climate.
- **We experienced a mid single digit increase in net sales in Latin America** thanks to sustained growth in South America and a good back-to-school season in Mexico. We gained market share in the whole region thanks to our "Best Value for Money" positioning and distribution gains.

### **BIC Graphic – Advertising and Promotional Products Writing Instrument business:**

Throughout the year, our promotional imprinted products business (BIC Graphic) was negatively impacted by the reduction of companies' advertising and promotional spending. Despite an improvement in Q4 09, 2009 net sales decreased 18.5% at constant currencies.

**The Stationery normalized IFO margin** was 11.1% in 2009, compared to 14.1% in 2008. The Consumer business Gross Profit was affected by lower sales volumes and continuous reduction of inventories. BIC Graphic advertising and promotional business profitability was impacted by the decline in net sales volumes.

## Lighters

---

**2009 Lighter net sales increased 5.9% as reported and +5.3% at constant currencies. Q4 2009 net sales were up +4.0% as reported and up +7.0% at constant currencies.**

- **Europe net sales increased low single digit.** BIC maintained its market shares in a slightly growing market thanks to the strong success of the sleeve series (Renault F1, ...) and improved distribution in Utility lighters.
- **In North America, sales were up mid single digit.** In a declining pocket lighter market, with lower tobacco sales and increased anti-smoking regulation, BIC strengthened its market share, benefiting from improved visibility in stores (innovative sleeves designs and point-of-sale displays) and the continued success of the utility lighter.
- **Net sales grew double digit in Latin America** where we increased our market share.

**The Lighter normalized 2009 IFO margin** increased by 4.8 points to 34.0% benefiting from positive raw material and volume absorption impacts, the decrease of brand support (Child-Resistant regulation advertising campaign in Q1 08) and higher absorption of OPEX.

## Shavers

---

**2009 Shaver net sales increased 1.7% as reported and +2.4% at constant currencies. Q4 2009 net sales were down -1.4% as reported and up +2.1% at constant currencies.**

- **Sales declined low single digit in Europe and North America.** The overall shaving market was basically flat in these regions with increased pressure from private labels and strong promotional activity from branded competitors. Three and four-blade shaver segments continued to drive growth. In this context, BIC benefited from its "Best Value for Money" position. New product launches (BIC® Soleil® Bella™ 4 blade one-piece and BIC® Easy hybrid 3 blade shaver in Europe) were in line with expectations. We also experienced sustained sales of our value-priced one-piece 3 blade shavers (BIC® 3 and BIC® 3 Lady™).
- **In Latin America, net sales grew double digits.** We benefited from the progress of the Comfort Twin® product line and the continued growth of 3 blades, notably the BIC® Comfort 3®.

**The Shaver normalized IFO margin** was 12.5% in 2009 compared to 4.1% in 2008. This improvement was due to the sales increase, favourable foreign exchange impact and lower advertising expenses when compared to the same period last year.



## Other Products

---

**2009 other products net sales increased 145.2% as reported, +149.8% at constant currencies and +6.3% on a comparative basis. Q4 09 net sales were up 258.1% as reported, +280.6% at constant currencies and +3.5% on a comparative basis. Antalis Promotional Products and Norwood Promotional Products were consolidated in 2009 starting respectively in Q2 and Q3.**

### **Consumer business:**

“Other Products” consumer business net sales increased 13.6% at constant currencies driven by the distribution of phone cards in France.

### **Advertising and Promotional Products:**

“Other Products” Advertising and Promotional Products business was strongly impacted by the slowdown of the industry in Europe and in the U.S. and decreased 19.9% on a comparative basis.

## 2010 outlook

---

Following the unprecedented 2009 downturn, we anticipate a more positive environment in 2010.

- In Stationery Consumer, we expect 2010 in the Office Products Channel to be the beginning of a slow recovery and Modern Mass Market to stabilize in mature markets. While consumer shopping habits have changed towards “best value”, BIC will continue to rely both on its brand equity and “Quality AND Value” offer. Emerging markets should continue to grow.
- In Lighters, we anticipate mature markets to decline slightly with the continued decrease in cigarette consumption and strengthened tobacco regulation. We will continue to rely on our comprehensive range of “best quality and safety” added-value lighters to further develop our market position.
- In Shavers, the overall mature market should remain flat with one-piece outperforming refillable. We anticipate a further acceleration of new product launches coupled with an increased share of value products and continued pressure on low-end products. In this context, we will leverage our value proposition through a complete range of products, Classic single-blade to three and four blades, one-piece and refillable.
- The overall performance of the Advertising and Promotional Products industry will continue to be strongly related to economic trends. The 1<sup>st</sup> Half of 2010 should remain soft and we anticipate a potential return to stability or slight growth in the 2<sup>nd</sup> Half of the year. In this environment, BIC APP will focus on the integration of Norwood Promotional Products while leveraging its new global branding strategy.

As in 2009, we will continue to rely on our solid and international organization, our strong management team and all BIC employees around the world, to effectively manage our business, achieve market share increases and protect cash generation.

\* \*  
\*



## Update on Cello

---

- **21-JANUARY-2009:** The BIC Group and the Cello Group announce that they have signed a definitive agreement whereby BIC Group acquired 40% of the Cello Pens writing instrument business for 7.9 billion INR (161 million USD) with a call option to increase its stake to 55% in 2013.
- **05-MARCH-2009:** BIC acquires 40% of 6 entities of Cello Pens for 3.8 billion INR (76.5 million USD). Proportionate share of Cello Pen net income accounted through the equity method in BIC accounts from April 1st 2009.
- Due to administrative process and necessary time to demerge the remaining entity, the completion for the balance of the transaction (40% of a 7th entity) did not occur in 2009.
- **04-JANUARY-2010:** Cello management proposes to the BIC Group to unwind and terminate, “on terms and conditions to be mutually agreed between the parties,” the definitive agreements signed in January 2009.
- **06-JANUARY-2010:** BIC Group confirms its intention to ensure the implementation of the agreement signed on 21 January 2009.

## Share cancellation

---

On February 16<sup>th</sup>, 2010, SOCIÉTÉ BIC's Board of Directors decided, pursuant to the authorization granted by the Annual General Meeting of Shareholders held on May 14<sup>th</sup>, 2009, to cancel 48,821 shares.

Upon completion of this transaction, the common stock of SOCIÉTÉ BIC is made up of 48,549,997 shares.



## Volumes by categories

Change in %	2009
Stationery	-5%
Lighters	+3%
Shavers	-4%

## BIC Group net sales change by geography

<i>In million euros</i>	Q4 2008	Q4 2009	Change	2008	2009	Change
<b>Total Group net sales</b>	356.5	<b>434.6</b>		1,420.9	<b>1,562.7</b>	
<i>As reported</i>			+21.9%			+10.0%
<i>At constant currencies</i>			+25.6%			+10.1%
<i>On a comparative basis</i>			+2.1%			-0.6%
<b>1 – Europe</b>	109.9	<b>130.4</b>		473.4	<b>503.6</b>	
<i>As reported</i>			+18.6%			+6.4%
<i>At constant currencies</i>			+20.2%			+8.7%
<i>On a comparative basis</i>			+1.0%			-1.9%
<b>2 – North America &amp; Oceania</b>	148.3	<b>195.0</b>		585.2	<b>682.6</b>	
<i>As reported</i>			+31.5%			+16.6%
<i>At constant currencies</i>			+43.2%			+13.1%
<i>On a comparative basis</i>			+0.9%			-4.5%
<b>3 – Latin America</b>	73.1	<b>83.5</b>		282.2	<b>294.9</b>	
<i>As reported</i>			+14.1%			+4.5%
<i>At constant currencies</i>			+7.3%			+9.3%
<b>4 - MEAA</b>	25.1	<b>25.8</b>		80.1	<b>81.6</b>	
<i>As reported</i>			+2.5%			+1.9%
<i>At constant currencies</i>			-0.6%			-0.4%

## Impact of change in perimeter and currencies fluctuations

<i>in %</i>	Q4 2008	Q4 2009	2008	2009
<b>Perimeter</b>	<b>0</b>	<b>23.5</b>	<b>+0.8</b>	<b>+10.7</b>
<b>Currencies</b>	<b>-1.2</b>	<b>-3.7</b>	<b>-4.8</b>	<b>-0.1</b>
<i>Of which USD</i>	<b>+2.8</b>	<b>-15.9</b>	<b>-2.7</b>	<b>+4.4</b>



## IFO and Normalized IFO by category

<i>In million euros</i>	Income From Operations		Normalized Income From Operations	
	2008	2009	2008	2009
<b>Group</b>	<b>209.6</b>	<b>216.0</b>	<b>214.3</b>	<b>239.6</b>
Stationery	90.5	58.6	95.2	70.3
Lighters	110.0	127.9	110.0	135.7
Shavers	10.9	30.3	10.9	33.5
Others	-1.8	-0.8	-1.8	0.1

## Condensed Profit and Loss Account

<i>In million euros</i>	Q4 2008	Q4 2009	Change	Change at constant currencies	2008	2009	Change	Change at constant currencies
<b>NET SALES</b>	356.5	<b>434.6</b>	<b>+21.9%</b>	<b>+25.6%</b>	1,420.9	<b>1,562.7</b>	<b>+10.0%</b>	<b>+10.1%</b>
Cost of Goods	198.2	242.0	+22.1%		751.0	843.0	+12.2%	
<b>GROSS PROFIT</b>	158.3	<b>192.6</b>	<b>+21.7%</b>	<b>+24.5%</b>	669.9	<b>719.7</b>	<b>+7.4%</b>	<b>+7.8%</b>
Administrative & other operating expenses	111.8	147.6	32.0%		460.3	503.7	+9.4%	
<b>INCOME FROM OPERATIONS (IFO)</b>	<b>46.5</b>	<b>45.0</b>	<b>-3.1%</b>	<b>-2.1%</b>	209.6	<b>216.0</b>	<b>+3.1%</b>	<b>+3.7%</b>
<b>NORMALIZED IFO</b>	<b>45.8</b>	<b>58.6</b>	+27.8%		214.3	<b>239.6</b>	+11.8%	
Interest income	1.5	3.1			10.0	11.3		
Finance revenue/(costs)	-1.9	-4.1			-3.3	-8.6		
<b>INCOME BEFORE TAX AND MINORITY INTERESTS</b>	<b>46.1</b>	<b>44.0</b>	<b>-4.6%</b>		216.3	<b>218.7</b>	<b>+1.1%</b>	
Income tax expense	-14.2	-13.2			-71.4	-70.8		
Minority interest	-	-			-	-		
Income from associates	-	1.6			-	3.8		
<b>GROUP NET INCOME</b>	<b>31.9</b>	<b>32.4</b>	<b>+1.5%</b>		144.9	<b>151.7</b>	<b>+4.7%</b>	
<b>EARNINGS PER SHARE (EPS) (in euros)</b>	0.66	<b>0.67</b>	<b>+1.5%</b>		3.00	<b>3.15</b>	<b>+ 5.0%</b>	
Total weighted number of shares outstanding adjusted for treasury shares	48,357,724	48,151,691			48,357,724	48,151,691		





## Condensed Balance Sheet

*In million euros (rounded figures)*

<b>ASSETS</b>	<b>Dec. 2008</b>	<b>Dec. 2009</b>
Cash and cash equivalents	225.0	480.3
Trade and other receivables	315.1	361.2
Inventories	304.3	301.0
Other current assets	34.4	18.1
Other current financial assets and derivative instruments	34.9	47.9
<b>Current assets</b>	<b>913.7</b>	<b>1,208.5</b>
Property, plant & equipment	348.0	372.5
Investment properties	7.7	2.5
Other non-current assets	130.9	190.4
Goodwill and intangible assets	232.1	255.2
<b>Non-current assets</b>	<b>718.7</b>	<b>820.6</b>
<b>TOTAL ASSETS</b>	<b>1,632.4</b>	<b>2,029.1</b>
<b>LIABILITIES &amp; SHAREHOLDERS' EQUITY</b>	<b>2008</b>	<b>2009</b>
Current borrowings	21.8	53.7
Trade and other payables	92.1	120.4
Other current liabilities	131.8	178.7
<b>Current liabilities</b>	<b>245.7</b>	<b>352.8</b>
Non-current borrowings	11.1	161.5
Other non-current liabilities	203.5	210.5
<b>Non-current liabilities</b>	<b>214.6</b>	<b>372.0</b>
<b>Shareholders' equity</b>	<b>1,172.1</b>	<b>1,304.3</b>
<b>TOTAL LIABILITIES &amp; SHAREHOLDERS' EQUITY</b>	<b>1,632.4</b>	<b>2,029.1</b>



## Condensed Cash Flow Statement

*In million euros (rounded figures)*

	<b>2008</b>	<b>2009</b>
Net Income	144.9	151.7
Amortization and provision	90.4	110.9
Deferred tax variation	8.7	-6.6
(Gain)/Loss from disposal of fixed assets	-1.6	-0.6
Others	8.8	-7.7
<b>CASH FLOW FROM OPERATIONS</b>	<b>251.2</b>	<b>247.7</b>
(Increase)/Decrease in net current working capital	41.8	92.0
Others	-67.9	3.4
<b>NET CASH FROM OPERATING ACTIVITIES</b>	<b>225.1</b>	<b>343.1</b>
Net Capital Expenditures	-79.4	-45.9
Acquisition of equity investment / subsidiaries	-1.5	-182.1
Other investments	-0.7	11.1
<b>NET CASH FROM INVESTING ACTIVITIES</b>	<b>-81.6</b>	<b>-216.9</b>
Dividends paid	-65.4	-65.0
Borrowings/(Repayments)	-14.2	190.3
Increase in treasury shares	-25.2	3.2
(Purchase)/Sale of other current financial assets	4.0	-19.4
Other	-0.8	0.9
<b>NET CASH FROM FINANCING ACTIVITIES</b>	<b>-101.6</b>	<b>110.0</b>
<b>NET INCREASE/ DECREASE IN CASH AND CASH EQUIVALENTS</b>	<b>41.9</b>	<b>236.2</b>
<b>OPENING CASH AND CASH EQUIVALENTS</b>	<b>198.5</b>	<b>222.5</b>
Exchange difference	-17.9	20.2
<b>CLOSING CASH AND CASH EQUIVALENTS</b>	<b>222.5</b>	<b>478.9</b>



## Glossary

- **At constant currencies:** Constant currency figures are calculated by translating the current year figures at prior year monthly average exchange rates.
- **Comparative basis:** at constant currencies and constant perimeter.
- **Normalized IFO:** normalized means excluding restructuring, real estate gains and Antalis Promotional Products negative goodwill.

\* \*  
\*

*SOCIETE BIC consolidated and statutory financial statements as of December 31, 2009 have been closed by the Board of Directors on February 16, 2009. The auditors have performed their audit procedures on these financial statements and the audit reports on the consolidated and statutory financial statements are being issued. A presentation related to this announcement is also available on Bic website ([www.bicworld.com](http://www.bicworld.com)).*

*This document contains forward-looking statements. Although BIC believes its expectations are based on reasonable assumptions, these statements are subject to numerous risks and uncertainties. A description of the risks borne by BIC appears in section "Risks and Opportunities" of BIC "Reference Document" filed with the French financial markets authority (AMF) on 31 March 2009.*

## 2010 Agenda

1 <sup>st</sup> Quarter 2010 Results	21 April 2010	Conference Call
2009 Shareholders' Meeting	12 May 2010	Meeting (BIC headquarters)
2 <sup>nd</sup> Quarter 2010 Results	4 August 2010	Conference Call
3 <sup>rd</sup> Quarter 2010 Results	20 October 2010	Conference Call

## About BIC

BIC is a world leader in stationery, lighters and shavers. For more than 50 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world. BIC products are sold in more than 160 countries around the world. In 2009, BIC recorded net sales of 1,562.7 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 100 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone, Ethibel Excellence Europe and Carbon Disclosure French Leadership index 2009 (CDLI).



For more information, please consult the corporate web site: [www.bicworld.com](http://www.bicworld.com)

<b>Investor Relations contacts:</b> +33 1 45 19 52 26	<b>Press contacts:</b> +33 1 53 70 74 48
Sophie Palliez-Capian - <a href="mailto:sophie.palliez@bicworld.com">sophie.palliez@bicworld.com</a>	Claire Doligez - <a href="mailto:cdoligez@image7.fr">cdoligez@image7.fr</a>
Carole Richon - <a href="mailto:carole.richon@bicworld.com">carole.richon@bicworld.com</a>	Flore Larger - <a href="mailto:flarger@image7.fr">flarger@image7.fr</a>

